

Formal Announcement:

SINCE this company was incorporated we have received many inquiries and heard varying reports as to its purposes, so to answer these inquiries and set at rest all rumors, we make this announcement at this time in order that everyone will be familiar with the project and with the business in which we are engaged.

THE FEDERAL LAND & MORTGAGE COMPANY is incorporated under the laws of the State of Utah, with an authorized capital of \$150,000, divided into 1500 shares of a par value of \$100 per share. The company takes over the business of the Idaho Bankers' Mortgage Loan Corporation.

The directors and officers are:

T. F. SULLIVAN, President.
LUTHER S. FOSS, Vice-President and General Manager.
S. B. FOSS, Secretary and Treasurer.
E. C. ASHTON, Director.
(Of the law firm of Young, Snow, Ashton and Young, Salt Lake City).

JOHN FORD, Director,
Centerville, Utah.
F. C. JENSEN, Director,
Banker, Mt. Pleasant, Utah.

The Company's Bankers are:
THE FIRST NATIONAL BANK,
Ogden, Utah.
IDAHO STATE & SAVINGS BANK,
Preston, Idaho.
THE MT. PLEASANT COMMERCIAL & SAVINGS BANK,
Mt. Pleasant, Utah.

General Counsellors for the Company are:

BOYD, De VINE & ECCLES,
David Eccles Building, Ogden, Utah.
YOUNG, SNOW, ASHTON & YOUNG,
Templeton Building, Salt Lake City, Ut.

Hyrum O. Pack of Farmington, Utah, who for the last eight years has been county clerk of Davis County, will take charge of the company's auditing and accounting department and will be auditor and cashier of the Company after Jan. 1st.

IN extent, in comprehensiveness, in protective restriction and in harmonious treatment, Washington Heights—"The Country Club District"—will be unsurpassed by any residential park in America:

Nearly thirteen hundred acres are here being transformed, under the most skilled and authoritative direction, into a uniformly attractive and healthful residence district:

Within the next year, more than one hundred thousand dollars will have been expended in making modern improvements in Washington Heights; this work is already in progress; cold weather has not impeded nor obstructed the grading of streets; the building of a concrete span to dispose of the waters of Burch Creek; Winter will not check the other extensive operations now in rapid progress:

It was the original intention of the Federal Land & Mortgage Company, (which holds an absolute and clear title to all of the land in The Country Club District) to withhold the lots in Washington Heights until all of the improvements were completed, but so great has grown the demand for property here, that, with this announcement, building lots (subject to the company's rigid restrictions) will be offered to the people of Ogden:

To those who study carefully the conditions governing The Country Club District it resolves itself into a question not of "Can I afford to buy in Washington Heights" but "Can I afford NOT to buy here, where my home surroundings will not only be safe but where the value of the land

will be certain of doubling, or even trebling, within a very short time."

A great garden-like neighborhood of homes, each in its own exquisite setting of flowers and vines and shrubs and all merging into a harmonious whole; away from the smoke, away from the wind, away from the noise; free from all objectionable surroundings—that's the spirit of the Country Club District.

Washington Heights is more than 250 feet higher than the site of The Eccles Building, where our offices are located; there are views of the mountains, an inspiring view of the Great Salt Lake; a far-stretching vision of a beautiful land; an unobstructed, unexcelled, uplifting outlook that stretches for miles. Situated midway between two mountain gorges, The Country Club District is protected from severe winds; it is the most sheltered part of this valley; its gently rolling topography gives it perfect drainage; the soil formation is ideal for the home-builder's purposes.

When one studies the manner in which generous Dame Nature has blessed this broad plateau with natural advantages, one is filled with admiration for the far-seeing foreknowledge of the late Brigham Young who, leading his courageous band of pioneers into this "chosen land" more than half a century ago, selected this same area and set it apart for a future residential park. He did not live to see this "dream" become a reality but the great, sheltered tract that has now become Washington Heights, was sold intact by his estate, and held

intact until ample Capital, represented by the Federal Land & Mortgage Company, recently purchased the property and put its experts to work to bring about in actuality the plans of the far-seeing Brigham Young.

Added to its natural advantages, The Country Club District will very shortly possess oil macadam streets, cement sidewalks and curbs, sewers and watermains, gas and electricity for the entire length of Washington Avenue, which is being extended, with its full width, from Fortieth street to the Weber River. Washington Avenue's extension will have a park fifty feet wide, with an 18-foot concrete boulevard on each side; the district will have car service; a boulevard commanding a view that surpasses description; quaint pedestrian "ways," neighborhood playgrounds and many other modern and delightful conveniences and community comforts.

Telephone and other poles go into the alleys; all streets will shortly be properly graded, bridges are being built, curbing of excellent park design is provided, trees and shrubbery properly planted, ornamental lights and stone and concrete columns expertly placed, every park-way sodded, triangular parks and "beauty nooks" artistically treated—and all quickly to be completely finished with an honest regard for permanence, beauty and efficiency.

Washington Heights offers the lowest-priced residence property in Ogden. Consider that statement. It surprises some people who have not given the subject thorough thought. The real, incontrovertible facts are that the

best property in the district is offered to you today at \$12 to \$15 a front foot, including all improvements, while you can purchase lots at this time in Washington Heights for as little as \$3 a front foot. And all on the most liberal terms of payment—two per cent down and two per cent a month, or more if you prefer.

You can buy a finished place for your home in the only real restricted residence district of Ogden—the safest place for your home in all the West—for \$3 to \$15 a foot and yet features absolutely new to Ogden and The West are being constantly added for you in The Country Club District.

The prices quoted here are subject to change without notice. In fact, we can assure, and do advise you, that these are merely the preliminary prices and they will be increased within a very short time. A building site or a complete residence may be acquired here on terms. We are in a position to make any reasonable arrangements with you in this regard.

We urge you, owing to the low prices prevailing for this short introductory period, to investigate the opportunities for you in Washington Heights. While our method of buying property at wholesale, improving it at wholesale cost and placing it on the market means an immense saving to the ultimate buyer, those having in charge the direction of The Country Club District are not cheapening it, or detracting from its beauty, by building houses all of a pattern.

EVERY house to be built here, whether by the owner or by ourselves, will be designed on lines possessing individuality and at the same time with full attention to harmony in surroundings—all in accordance with the ideals and spirits of the Country Club District.

Even though you are not interested at this time in selecting a home-site or making an investment, it would please us to have you inspect Washington Heights and the work which is in progress there. Simply telephone 486, and tell us the time that will be convenient and an automobile will call for you.

We earnestly urge every one in Ogden, and especially the business men, to acquaint themselves with the work that is now in progress in Washington Heights. It is an improvement in which the community at large will take pride; nearly one hundred men have been busily at work for more than a month. Regardless of whether you are interested in making a purchase, we should like to escort you over the project—now.

Will you give one of our representatives the pleasure of your company for a short tour of Washington Heights? It will be of interest to you; it will be a matter of pride to us, even though you are not just now inclined to buy. The invitation is cordial and sincere. Let us know the day and hour that will suit your convenience.

Federal Land & Mortgage Company

LUTHER S. FOSS, GENERAL MANAGER
THE DAVID ECCLES BUILDING TELEPHONE 486 OGDEN, UTAH.